

# COURSE SYLLABUS



**COURSE TITLE:** MARK 233: CORP. COMMUNICATIONS – PUBLIC RELATIONS

**CLASS SECTION:** D02

**TERM:** Winter 2025

**COURSE CREDITS:** 3

**DELIVERY METHOD(S):** Online asynchronous

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

---

*This section of MARK 233 requires you to complete the Scavenger Hunt exercise by Thursday, Jan. 9. I use this exercise to confirm which students are in the class. If you do not complete this exercise or provide me with a reasonable explanation in advance why you can't complete it by Jan. 9, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies for Students" [Registration Policies for Students | Camosun College](#)*

## INSTRUCTOR DETAILS

---

**NAME:** Marina Jaffey, MEd, BComm, CPCC

**EMAIL:** [marina@camosun.ca](mailto:marina@camosun.ca)

**HOURS:** Tuesdays on Zoom from 10:00 am to 10:30 am or by appointment

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

---

Students will examine communication management theories and principles with emphasis on the Shared (social media) and Earned (media relations) components of the integrated Paid Earned Shared Owned (PESO) media model. Students will apply current practices in media relations, content development for social media, as well as influencer relationships in the development of a communication plan aimed at enhancing organizational reputation and stakeholder relationships.

## PREREQUISITE(S):

*One of:*

- C in MARK 110
- Bachelor degree

## COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course a student will be able to:

- develop a corporate communication plan that enhances an organization's reputation and relationships with stakeholders, influencers and the media.
- plan public relations activities and measurable communication objectives.
- select tools to build and manage stakeholder and media relationships to support public relations activities and organizational objectives.
- write and edit timely and effective print, digital and multi-media communications to manage media and stakeholder relations.
- measure and evaluate the effectiveness of a corporate communication or publicity plan.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- Textbook: Schechter, S. (2023). *Public Relations: From Strategy to Action*. BC Campus.

<https://pressbooks.bccampus.ca/publicrelations/>

- Additional readings, podcasts and videos as assigned by the instructor

## COURSE SCHEDULE

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK	TOPIC	DUE DATES
Week 1	<b>Intro to Course, Corporate Communications and PR</b> - Read chapters 1 & 2 - Other assigned readings	Scavenger Hunt due Thursday at 11:59 pm <b>Activity 1: What is PR?</b> due Friday at 11:59 pm <b>Wk 1 Discussion: Introductions</b> – 1st post due Friday then comment on 2 classmates' posts by Jan. 12
Week 2	<b>Theories, Models and Contemporary Practice of PR</b> - Read chapters 3 & 6 - Other assigned readings - <b>Partners</b> determined for <b>Assign. 1: Reuters</b> and <b>Assign. 2: Stakeholder Analysis</b> - <b>Assign. 1: Reuters</b> assigned	Submit partner names (if you like) for the two assignments by Mon. 11:59 pm <b>Activity 2: Planning &amp; Strategy</b> due Fri. at 11:59 pm Add/Drop deadline is Jan. 12
Week 3	<b>Audience and Stakeholder Analysis</b> - Read chapters 4 & 5 - Other assigned readings - <b>Assign. 2: Stakeholder Analysis</b> assigned	<b>Wk 3 Discussion: Hot Issue</b> – 1st post due Friday and 2 <sup>nd</sup> post by Jan. 26
Week 4	<b>Ethics, Law, Politics, and CSR</b> - Read chapter 7 - Other assigned readings	<b>Wk 4 Discussion: Ethics</b> – 1st post due Friday and 2 <sup>nd</sup> post by Feb. 2
Week 5	<b>Media Relations</b> - Read chapter 8 - Other assigned readings <b>Group Project assigned</b> - groups determined. Groups will choose an organization and original project idea.	Submit group names (if you like) for the group project by Mon. 11:59 pm <b>Assign. 1: Reuters</b> due Feb. 9 at 11:59 pm
Week 6	<b>Writing for PR and Social Media Influencer Engagement</b> - Read chapter 9 - Other assigned readings	<b>Group Project: Team Charter and Proposal</b> due Fri. at 11:59 pm <b>Assign. 2: Stakeholder Analysis</b> due Feb. 16 11:59 pm

WEEK	TOPIC	DUE DATES
Week 7	Reading Break	
Week 8	<b>Communications Planning and PR Campaigns</b> - Read chapter 10 - Other assigned readings  Work on group project	Activity 3 due Fri. at 11:59 pm
Week 9	<b>Communications Strategy and Tactics</b> - Read chapters 11 & 12  Work on group project	Group Project: Communications Plan due March 9 at 11:59 pm
Week 10	<b>PESO</b> - Assigned readings <b>Social Media Personas</b> - Assigned readings  Work on group project	Activity 4 due Fri. at 11:59 pm
Week 11	<b>Trends in Digital News</b> - Assigned readings  Work on group project	Group Project: Social Media Plan - 1 <sup>st</sup> section due March 23 11:59 pm
Week 12	<b>Crisis Communications</b> - Read chapter 13 - Assigned readings  Work on group project	Activity 5 due Fri. at 11:59 pm
Week 13	<b>Business Presentations</b> - Assigned readings  Group Project Peer and Self Assessment (Individual) assigned	Group Project: Social Media Plan - 2 <sup>nd</sup> and 3 <sup>rd</sup> sections due Apr. 6 at 11:59 pm
Week 14	Group Project	Group Project: Team Presentation (video recording) due Friday, Apr. 11 at 11:59 pm  Group Project: Peer and Self Assessment (Individual) due Friday, Apr. 11 at 11:59 pm  Last day to withdraw without academic penalty (April 12)
Check final exam schedule for date and time of your exam		

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
<b>Assignments</b> (with a partner): <ul style="list-style-type: none"><li>Reuters 10%</li><li>Stakeholder Analysis 15%</li></ul>	25%
<b>Activities and Discussions:</b> <ul style="list-style-type: none"><li>Activities - best 4 of 5 @ 2.75% each = 11%</li><li>Discussions - best 2 of 3 @ 2% each = 4%</li></ul>	15%
<b>Group Project:</b> <ul style="list-style-type: none"><li>A. Communications Plan 20%</li><li>B. Social Media:<ul style="list-style-type: none"><li>Section 1 – Background 8%</li><li>Section 2 – Social Media Plan 8%</li><li>Section 3 – Creative Content 4%</li></ul></li><li>C. Presentation (video recording) 5%</li></ul>	45%
<b>Final Exam</b>	15%
<b>TOTAL</b>	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

**Generative AI.** This course was not designed for use with generative artificial intelligence (Gen-AI) tools, e.g. ChatGPT, Quillbot, etc. Use of Gen-AI tools may hinder your learning. As such, use of Gen-AI tools in this course is **not allowed** unless explicit permission is provided in advance. If you believe that a specific Gen-AI tool would be useful to support your learning in this course, please talk to me first. Note that spelling, grammar, and overall formatting (things that AI does really well) constitute only a small portion of your grade on each assignment. Tools such as spelling and grammar check features in MS Word should be sufficient to ensure your spelling and grammar are of sufficient clarity. If you would like additional support with writing, please consider using the services available in the [Writing Centre](#).

**Assignment formatting.** The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2021) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- ☐ Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- ☐ In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- ☐ Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.
- ☐ All submitted work must be properly referenced to sources where required by your instructor.
- ☐ Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

**Late Policy.** You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

- a) **EXAM DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.
- b) Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- c) Valid medical documentation must be received as soon as reasonably possible if an assignment, presentation or exam is missed.

## SCHOOL OR DEPARTMENTAL INFORMATION

---

The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to succeed throughout their academic programs and in their careers. The purpose of the Academic Integrity policy is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is your responsibility to become familiar with the content and the consequences of academic dishonesty.

## STUDENT RESPONSIBILITY

---

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

## SUPPORTS AND SERVICES FOR STUDENTS

---

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/services/academic-supports/academic-advising">camosun.ca/services/academic-supports/academic-advising</a>
Accessible Learning	<a href="http://camosun.ca/services/academic-supports/accessible-learning">camosun.ca/services/academic-supports/accessible-learning</a>
Counselling	<a href="http://camosun.ca/services/health-and-wellness/counselling-centre">camosun.ca/services/health-and-wellness/counselling-centre</a>
Career Services	<a href="http://camosun.ca/services/co-operative-education-and-career-services">camosun.ca/services/co-operative-education-and-career-services</a>
Financial Aid and Awards	<a href="http://camosun.ca/registration-records/financial-aid-awards">camosun.ca/registration-records/financial-aid-awards</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/services/academic-supports/help-centres">camosun.ca/services/academic-supports/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/programs-courses/iecc/indigenous-student-services">camosun.ca/programs-courses/iecc/indigenous-student-services</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>

Support Service	Website
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/services/office-student-support">camosun.ca/services/office-student-support</a>
Ombudsperson	<a href="http://camosun.ca/services/ombudsperson">camosun.ca/services/ombudsperson</a>
Registration	<a href="http://camosun.ca/registration-records/registration">camosun.ca/registration-records/registration</a>
Technology Support	<a href="http://camosun.ca/services/its">camosun.ca/services/its</a>
Writing Centre	<a href="http://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

### Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>  
Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

### Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines: <https://camosun.ca/cal>

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

### Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence Policy:

<https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/services/sexual-violence-support-and-education](https://camosun.ca/services/sexual-violence-support-and-education).

To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-370-3841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

### Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.